

**Claims**

1. An image retention system for an ice cave image system including an ice cave panel with a central clear portion and an image substrate, the image retention system including
  - 5 i. a plurality of retention portions spaced about the central clear portion, each retention portion having magnetic properties and an attachment portion to attach the retention portion relative to the central clear portion of the ice cave panel and
  - ii. a clamping member having magnetic properties,
- 10 wherein each retention portion locates the image substrate relative to the central clear portion of the ice cave panel and the image substrate is clamped in position between the retention portion and the clamping member.
2. An ice cave image system including an ice cave panel with an outer opaque portion and a central clear portion, an exchangeable image printed substrate adapted to
- 15 be retained adjacent the ice cave panel and an image retention system, the image retention system including a plurality of retention portions spaced about the central clear portion, each retention portion having magnetic properties, and an attachment portion to attach the retention portion relative to the central clear portion of the ice cave portion and a clamping member having magnetic properties, wherein each
- 20 retention portion locates to image substrate relative to the central clear portion of the ice cave panel and the image substrate is clamped in position between the retention portion and the clamping member.
3. An image retention system according to claim 1 wherein the retention portions are mounted directly onto the ice cave panel.
- 25 4. An image retention system according to claim 1 wherein the retention portions are mounted to or relative to a housing in which the ice cave display is used.
5. An image retention system according to claim 1 wherein each of the retention portions is manufactured of a metal in order to provide the magnetic properties.
6. An image retention system according to claim 1 wherein the retention portions
- 30 have an L-shaped configuration having a base attachment portion and an upstand locating portion.

7. An image retention system according to claim 6 wherein the base portion of the retention portion has magnetic properties and the upstand portion is magnetically neutral.
8. An image retention system according to claim 6 wherein the base portion is  
5 provided with a fastening means such as an adhesive means in order to securely fasten the retention means relative to the ice cave panel.
9. An image retention system according to claim 1 wherein a clamping member is provided for each retention member between which an edge of an image substrate is clamped, each clamping member being a magnet.
- 10 10. An image retention system according to claim 9 wherein the clamping member is attached to the retention member to which it is paired in order that the clamping member not be lost when removed as a part of the image substrate replacement procedure.